



WKMG

ORDER

Print Date 09/11/12

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Flight Dates 09/12/12-09/18/12

Contract / Revision 258754 /

Original Date / Revision 09/11/12 09/11/12

Advertiser Pol/Mitt Romney/R/ Presider

Agency American Rambler Producti

Buying Contact

138 Conant Street
Beverly, MA 01915

Product ROMNEY FOR PRESIDENT

Agency Com 15%

Billing Contact

138 Conant Street
Beverly, MA 01915

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 78

Alt Order # 06311076

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Republican

Priority P-2

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 135225

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	119	\$114,941.25	\$135,225.00	0.00	08/27/12	09/18/12	119	\$114,941.25	\$135,225.00
Totals	119	\$114,941.25	\$135,225.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKMG	09/12/12	09/14/12	Morn News at 6a Morn News at 6a	CM	6-7a	--WTF--	:30	6	\$500.00	P-2	0.00	NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	--WTF--		6			\$500.00		0.00				
2	WKMG	09/17/12	09/18/12	Morn News at 6a Morn News at 6a	CM	6-7a	MT-----	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	MT-----		4			\$500.00		0.00				
3	WKMG	09/12/12	09/14/12	CBS This Morning The Early Show	CM	7-9a	--WTF--	:30	6	\$350.00	P-2	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	--WTF--		6			\$350.00		0.00				
4	WKMG	09/17/12	09/18/12	CBS This Morning The Early Show	CM	7-9a	MT-----	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	MT-----		4			\$350.00		0.00				



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Order Sep 00:15:00

Advertiser Pol/Mitt Romney/R/ Preside Product ROMNEY FOR PRESIDENT Estimate # 78

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
4	WKMG	09/17/12	09/18/12	CBS This Morning The Early Show	CM	7-9a	MT-----	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MT-----					4	\$350.00		0.00			
5	WKMG	09/12/12	09/14/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	--WTF--	:30	3	\$225.00	P-2	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					3	\$225.00		0.00			
6	WKMG	09/17/12	09/18/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	MT-----	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MT-----					2	\$225.00		0.00			
7	WKMG	09/12/12	09/14/12	11-12p Price Is Right Price Is Right	CM	11a-12p	--WTF--	:30	3	\$550.00	P-2	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					3	\$550.00		0.00			
8	WKMG	09/17/12	09/18/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MT-----	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MT-----					2	\$550.00		0.00			
9	WKMG	09/17/12	09/18/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MT-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MT-----					2	\$400.00		0.00			
10	WKMG	09/12/12	09/14/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	--WTF--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					3	\$400.00		0.00			
11	WKMG	09/17/12	09/18/12	1230-2p CBS Soaps Soaps	CM	12:30-130p (12:30 PM-1:30 PM)	MT-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MT-----					2	\$500.00		0.00			
12	WKMG	09/12/12	09/14/12	1230-2p CBS Soaps Soaps	CM	12:30-130p (12:30 PM-1:30 PM)	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					3	\$500.00		0.00			
13	WKMG	09/12/12	09/14/12	3-4p Doctors The Doctors	CM	3-4p	--WTF--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					3	\$250.00		0.00			
14	WKMG	09/17/12	09/18/12	3-4p Doctors The Doctors	CM	3-4p	MT-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MT-----					2	\$250.00		0.00			
15	WKMG	09/12/12	09/12/12	4-430p Extra Extra	CM	4-430p	--1----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--1----					1	\$300.00		0.00			
16	WKMG	09/17/12	09/17/12	4-430p Extra Extra	CM	4-430p	1-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/17/12	1-----					1	\$300.00		0.00			



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Flight Dates 09/12/12-09/18/12

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Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate # **78**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
16	WKMG	09/17/12	09/17/12	4-430p Extra Extra	CM	4-430p	1-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	1-----					1	\$300.00		0.00			
17	WKMG	09/12/12	09/12/12	430-5p Inside Edition Inside Edition	CM	430-5P	--1----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--1----					1	\$400.00		0.00			
18	WKMG	09/17/12	09/17/12	430-5p Inside Edition Inside Edition	CM	430-5P	1-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	1-----					1	\$400.00		0.00			
19	WKMG	09/12/12	09/14/12	News at 5p News at 5p	CM	5-530p	--WTF--	:30	6	\$500.00	P-2	0.00	NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					6	\$500.00		0.00			
20	WKMG	09/17/12	09/18/12	News at 5p News at 5p	CM	5-530p	MT-----	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MT-----					4	\$500.00		0.00			
21	WKMG	09/12/12	09/14/12	News at 6p News at 6p	CM	6-630p	--WTF--	:30	6	\$600.00	P-2	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					6	\$600.00		0.00			
22	WKMG	09/17/12	09/18/12	News at 6p News at 6p	CM	6-630p	MT-----	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MT-----					4	\$600.00		0.00			
23	WKMG	09/17/12	09/18/12	News at 7p News at 7p	CM	7-7:30p	MT-----	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MT-----					4	\$800.00		0.00			
24	WKMG	09/12/12	09/14/12	News at 7p News at 7p	CM	7-7:30p	--WTF--	:30	6	\$800.00	P-2	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					6	\$800.00		0.00			
25	WKMG	09/17/12	09/18/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	MT-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MT-----					2	\$800.00		0.00			
26	WKMG	09/12/12	09/14/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	--WTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					3	\$800.00		0.00			
27	WKMG	09/12/12	09/14/12	M-F 11p News M-F 11p News	CM	11-1135p	--WTF--	:30	6	\$1,200.00	P-2	0.00	NM	6	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					6	\$1,200.00		0.00			
28	WKMG	09/17/12	09/18/12	M-F 11p News M-F 11p News	CM	11-1135p	MT-----	:30	4	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MT-----					4	\$1,500.00		0.00			



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Order Sep 00:15:00

Advertiser Pol/Mitt Romney/R/ Preside Product ROMNEY FOR PRESIDENT Estimate # 78

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
28	WKMG	09/17/12	09/18/12	M-F 11p News M-F 11p News	CM	11-1135p	MT-----	:30	4	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MT-----					4	\$1,500.00		0.00			
29	WKMG	09/17/12	09/18/12	M-F David Letterman David Letterman	CM	1136p-1238a	MT-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MT-----					2	\$500.00		0.00			
30	WKMG	09/12/12	09/14/12	M-F David Letterman David Letterman	CM	1136p-1238a	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					3	\$500.00		0.00			
31	WKMG	09/18/12	09/18/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-1-----					1	\$10,000.00		0.00			
E 32	WKMG	09/18/12	09/18/12	Tue 2 Hour Special Tue 2 Hour Special	CM	various	-1-----	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-1-----					1	\$9,000.00		0.00			
33	WKMG	09/12/12	09/12/12	Wed Prime 9p Criminal Minds	CM	9-10p	--1----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--1----					1	\$6,000.00		0.00			
34	WKMG	09/12/12	09/12/12	Wed Prime 10p CSI	CM	10-11p	--1----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--1----					1	\$6,000.00		0.00			
35	WKMG	09/13/12	09/13/12	Thu Prime 8p Big Bang Theory	CM	8-830p	---1---	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---1---					1	\$8,000.00		0.00			
36	WKMG	09/15/12	09/15/12	7-9a CBS This Morn Sat 7-9a Sat Early Show	CM	7-9a	-----2-	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----2-					2	\$250.00		0.00			
37	WKMG	09/15/12	09/15/12	NCAA Football 3p Game NCAA 3pm Game	CM	various (3:30 PM-7:00 PM)	-----3-	:30	3	\$5,000.00	P-2	0.00	NM	3	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----3-					3	\$5,000.00		0.00			
38	WKMG	09/16/12	09/16/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----2	:30	2	\$125.00	P-2	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----2					2	\$125.00		0.00			
39	WKMG	09/16/12	09/16/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----2	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----2					2	\$1,200.00		0.00			
40	WKMG	09/16/12	09/16/12	Face The Nation Face The Nation	CM	1030-11a	-----2	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----2					2	\$1,200.00		0.00			



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Original Date / Revision 09/11/12/ 09/11/12

Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate # **78**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
40	WKMG	09/16/12	09/16/12	Face The Nation	CM	1030-11a	-----2	:30	2	\$1,200.00	P-2	0.00 NM	2	\$2,400.00
				Face The Nation										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/10/12	09/16/12	-----2		2				\$1,200.00		0.00		
E 41	WKMG	09/16/12	09/16/12	NFL Game 2	CM	various	-----1	:30	1	\$4,250.00	LUR	0.00 NM	1	\$4,250.00
				NFL Game 2		(3:58 PM-7:00 PM)								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/10/12	09/16/12	-----1		1				\$4,250.00		0.00		
42	WKMG	09/16/12	09/16/12	Sun Prime 7-8p	CM	7-8p	-----1	:30	1	\$7,000.00	P-2	0.00 NM	1	\$7,000.00
				Sun 7-8p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/10/12	09/16/12	-----1		1				\$7,000.00		0.00		
43	WKMG	09/16/12	09/16/12	Sun Prime 9-10p	CM	9-10p	-----1	:30	1	\$5,000.00	P-2	0.00 NM	1	\$5,000.00
				Good Wife										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/10/12	09/16/12	-----1		1				\$5,000.00		0.00		
44	WKMG	09/16/12	09/16/12	Sun 11p News after NFL	CM	Late News	-----1	:30	1	\$1,200.00	P-2	0.00 NM	1	\$1,200.00
				Sun 11p News after NFL										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/10/12	09/16/12	-----1		1				\$1,200.00		0.00		
													Totals	119\$135,225.00